

Tourism Flows in Italy

Market Direction | 2022-09-06 | 26 pages | Euromonitor

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Report description:

Overall inbound arrivals and outbound departures are both seeing huge growth surges in Italy in 2022 but are not yet recovered to pre-pandemic levels. Within this, the pattern is the same for business, MICE and leisure inbound and outbound. Domestic tourism, in terms of business, MICE and leisure is also in the same place, with continued strong growth but still falling short of 2019's performance.

Euromonitor International's Tourism Flows in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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TOURISM FLOWS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tourism flows see significant surges in 2022, with domestic tourism benefiting from continued consumer caution

Venice tackles overtourism head-on with controlled, paid entry

PROSPECTS AND OPPORTUNITIES

Innovation in technology to cater to demand for experience-based trips

A complete and diversified offer will drive tourism flows with a focus on sustainable travel and nature-based experiences

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